

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W

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R 131241Z JUN 75

FM AMEMBASSY ATHENS

TO ROBERT HEALOW MARKETING SUPERVISOR MAIL STOP 6109

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INFO SECSTATE WASHDC 9135

USDOC WAHDC

UNCLAS ATHENS 4371

EO 11652 NA

TAGS BEXP, GR

SUBJ: BOEING PARTICIPATION THESSALONIKI INTERNATIONAL FAIR (TIF)

REF STATE 136049

1. EMBASSY VERY PLEASED TO RECEIVE CONFIRMATION OF BOEING'S INTEREST IN EXHIBITING IN USA PAVILION AT THESSALONIKI INTERNATIONAL FAIR (TIF) THROUGH DEPARTMENT OF COMMERCE. COMMERCIAL ATTACHE NORMAN BOUTON DISCUSSED POSSIBLE BOEING EXHIBIT FOCUSED ON JETFOIL WITH LOCAL REP CAMS PRESIDENT GOERGE JOANNOU AND BOEING NAVAL SYSTEMS SALES AND MARKETING DIRECTOR SAM SHAPIRO DURING LATTER'S RECENT VISIT TO ATHENS. OUTLINE OF TIF AND USA PAVILION FOLLOWS.

2. TIF, THIS YEAR RUNNING FROM AUGUST 31 TO SEPT 14, IS MAJOR COMMERCIAL FAIR IN GREECE, THE SUCCESS OF WHICH IS OF GREAT INTEREST TO GREEK GOVERNMENT, AND A SOURCE OF REGIONAL PRIDE IN NORTHERN GREECE. US HAS MOUNTED PAVILION FOR FIVE SUCCESSIVE YEARS WITH INCREASING SUCCESS. THREE QUARTERS OF MILLION VIEWERS HAVE VISITED USA PAVILION, WELL OVER HALF OF TOTAL VISITORS TO TIF. VISITORS ARE MIX OF GREEK GOVERNMENT OFFICIALS, BUSINESSMEN AND GENERAL PUBLIC.

3. TIF TAKES PLACE IN PERMANENT FAIRGROUNDS, IN WHICH USA PAVILION FACES DOWN ONE OF TWO PRINCIPAL STREETS. OUR PAVILION OCCUPIES 560 SQUARE METERS OF COVERED AREA AND WILL INCLUDE 28 EXHIBIT BOOTHS MEASURING 3 METERS ON A SIDE, OR 9 SQUARE METERS PLUS 50 SQUARE METER USIS CENTERPIECE EXHIBIT. BOOTH BACK WALL MEASURES 3 METERS ACROSS,

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APPROXIMATELY 3.2 METERS HIGH. IN ADDITION EACH BOOTH

HAS PARTIAL SIDE WALLS EXTENDING ONE METER OUT FROM BACK WALL. INTERNAL DESIGN BASED ON MAZE, SUCH THAT ALL VISITORS ENTER ONE END, PASS BEFORE ALL EXHIBIT BOOTHS, AND OUT THE OTHER END. PRICE PER BOOTH THIS YEAR IS 42,000 DRACHMAS OR DOLS 1400 FOR WHICH EXHIBITOR RECEIVED CONSTRUCTED BOOTH, BASIC PAINT AND FLOOR COVERING, BASIC LIGHTING, FASCIA, ADMINISTRATION, AND PRESS SUPPORT. EXHIBITOR OF COURSE BEARS COST OF HIS EXHIBIT. SPECIAL ARRANGMENTS, SUCH AS INDUSTRIAL POWER, TELEPHONE, AND WATER IN EXHIBIT BOOTH CAN BE MADE.

4. EMBASSY VIEWS TIF AS OPTIMUM SHOWCASE FOR CONSUMER PRODUCTS, OR FOR GOODS AND SERVICES DEPENDANT ON GENERAL PUBLIC ACCEPTANCE. IN ADDITION, PARTICIPATION THROUGH OFFICIAL PAVILION GIVES US OPPORTUNITY TO DRAMATICALLY MANIFEST TO GREEK GOVERNMENT THAT US GOVERNMENT AND AMERICAN BUSINESS SUPPORT GREEK ECONOMIC ASPIRATIONS AND WISH TO PLAY CONSTRUCTIVE ROLE IN GREECE'S ECONOMIC GROWTH.

5. AMERICAN-HELLENIC CHAMBER OF COMMERCE (AHCC), 17 VALAORITOU STREET, ATHENS, IS CO-SPONSOR WITH EMBASSY OF USA PAVILION. DENNIS GEORGIPOULOS, GENERAL MANAGER OF AHCC, ALSO SERVES AS ADMINISTRATIVE DIRECTOR OF PAVILION. COMMERCIAL ATTACHE HAS ASKED MR. GEORGIPOULOS TO SEND YOU PACKET OF ALL PAPERS PREPARED THUS FAR FOR PARTICIPANTS. IF YOU HAVE ANY QUESTIONS, DO NOT HESITATE TO CONTACT EITHER COMMERCIAL ATTACHE OR MR GEORGIPOLOS.

6. WOULD GREATLY APPRECIATE INDICATION AT YOUR EARLIEST CONVENIENCE WHETHER BOEING WILL JOIN US IN USA PAVILION AS ONLY FOUR BOOTHS REMAIN UNCOMMITTED. NORMAN BOUTON, COMMERCIAL ATTACHE, AMERICAN EMBASSY, ATHENS GREECE. KUBISCH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS
Control Number: n/a
Copy: SINGLE
Draft Date: 13 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ATHENS04371
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750206-1085
From: ATHENS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750650/aaaabtaq.tel
Line Count: 91
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 136049
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 13 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 FEB 2003 by PhilliR0>; APPROVED <12 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: BOEING PARTICIPATION THESSALONIKI INTERNATIONAL FAIR (TIF)
TAGS: BEXP, EAIR, GR, BOEING, TIF
To: ROBERT HEALOW MARKETING SUPERVISOR BOEING AEROSPACE CO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006